

2017 Zion Plein Air Art Invitational

Contract for Artists

Event Description and Deliverables

Thomas Moran established himself as one of the major landscape painters of the 19th century. More than any other artist, Moran created popular interest in the Great American West by bringing its vast, unfamiliar landscapes to Americans living in the East. In July of 1873, Moran visited Zion Canyon while traveling with an expedition led by John Wesley Powell. While at Zion, Moran completed a number of sketches and studies of the landscape which inspired him to create illustrations and watercolor paintings of Zion throughout his life. Since Thomas Moran first sketched in the canyon in 1873, Zion has been a serious subject for painters. Artists of every medium and style have been coming to the canyon ever since. Today, that legacy is celebrated each year during the first week of November as two-dozen excellent artists converge in the canyon for the Zion National Park Plein Air Art Invitational. Over the course of the week-long event artists paint in various locations in and around the park in preparation for the wet paint sale held at the end of the event.

Artist guidelines during the event include:

1. Artists are encouraged to interact with the public and provide opportunities which promote the history of art at Zion National Park and other significant historic events of the region through dialogue and social media. Artists are also urged to provide painting schedules and locations to park staff in advance and, as often as possible, to paint in visible and public areas.
2. At the end of the event, a wet paint sale will be conducted at the Zion Human History Museum. The Zion National Park Foundation (ZNPF) shall retain a 43% commission of each work sold. Awards and purchase prizes will be announced during the wet paint sale.
 - a) Artists are required to prepare 8-10 pieces for sale in the wet paint event.
 - b) In addition to art produced during the week of the event, artists will include one studio piece to hang with their work during the wet paint sale. Artists are allowed to bring additional studio pieces to replenish when art is sold.
 - c) Sales will be conducted by Zion National Park Foundation staff from Friday, Nov. 10, 2017 through Sunday, Nov. 12, 2017.
 - d) Artists are responsible for delivering and hanging their own work on Friday, Nov. 10, 2017 between the hours of 8:00 AM and 11:00 AM. All works shall be mounted, framed, and ready to hang prior to delivery. Artists will be able to pick their spaces as they arrive. Zion National Park and ZNPF do not assume any liability for damage or theft of works on exhibit. Artist(s) must self-insure to cover any losses. Zion National Park will ensure the building is locked and patrolled during non-occupied hours.
 - e) Artists are required to attend the wet paint sale opening on Friday evening, Nov. 10, 2017.
 - f) Artists are responsible for removal of unsold work from the Human History Museum following the close of the event. Unsold works must be removed between 2:00 PM to 5:00 PM on Sunday, Nov. 12, 2017. Other removal arrangements must be made in advance and approved by National Park Service Staff. Artists are responsible for removing all packing material sent to Zion with the two studio pieces.
 - g) Any piece remaining after 5:00 PM on Nov. 12, 2017 shall be considered abandoned and will become property of ZNPF. To this end:
 - i. Artists will be surrendering copyright of abandoned artwork to ZNPF.

- ii. The artist retains a royalty-free, nonexclusive use license under the copyright of the art.
- iii. ZNPF owns the artwork and the rights to reproduce it. Under those rights, the artist has a license to make use of the artwork for his or her purposes. When artists reproduce artwork for their own purposes, publication information will include the language: "This artwork was produced under the Plein Air Invitational at Zion National Park."
- iv. Abandoned artwork will become a part of the ZNPF art collection and may be used or disposed of as ZNPF sees fit. ZNPF has no financial obligation to the artist regardless of disposition manner.

3. Artists shall grant permission to ZNPF and/or Zion National Park to photograph works of art completed during the invitational. Use of the images produced shall be for promotional and/or educational purposes. Credit will be given to the artists. Artists will be contacted and further use arrangements shall be made if additional needs arise.

4. Artists shall participate in the Paint Out at Zion Lodge on Saturday, Nov. 11, 2017. The public can purchase works created during the paint out before they are finished. Artists may provide pricing recommendations. ZNPF shall retain a 43% commission from the sales of all work.

5. Artists may be asked to participate in a casual "meet & greet" at the Zion Human History Museum on Sunday, Nov. 12, 2017. ZNPF shall retain a 43% commission from the sales of all work.

6. Artists shall participate in a single, one-hour demonstration to be held at the back patio of the Human History Museum or another venue determined by park staff. Schedules for individual demonstrations will be determined by park staff prior to the artists' arrival. Demonstration pieces will be auctioned off at a silent auction on Saturday, Nov. 11, 2017 at the Zion Lodge. ZNPF shall retain a 43% commission from the sales of all work.

7. ZNPF will retain a 25% commission for any work sold or commissioned as a direct result of the Zion Plein Air Art Invitational up to six months after closing of the event.

8. Artists will provide two pieces of studio work prior to the event for display in the Zion Human History Museum according to the guidelines below.

Human History Museum Exhibit Guidelines

1. Artists shall submit two pieces of original artwork framed and wired to hang for exhibit and sale, exhibited September 1 – November 12, 2017. **Pieces may not be larger than 32"x 32", framed.** Failure to meet the size restrictions will result in the piece not being put on exhibit or made available for sale, and is at the discretion of the museum curator. Artists are responsible for providing a digital image of each work submitted for the museum show. Artists shall provide the **title, framed dimensions, medium and price** for each piece submitted

2. One studio piece must be related to Zion Canyon or similar landscape and support the mission and values of the National Park Service. The other piece must be related to a southwestern desert landscape depicting public lands or lands adjacent to Zion National Park. Each piece is subject to final approval by Zion National Park staff. Park staff reserve the right to request a different piece from an artist or discharge an invited artist.

3. Work is to be exhibited from Friday, September 1 through Saturday, Nov. 12, 2017 and will hang for the duration of the exhibit.

4. Artists shall provide the **title, framed dimensions, medium and price** for each piece submitted.

5. Artists are responsible for arranging delivery and all associated expenses. Packaging must last through delivery and return shipments, if applicable. Arrangements for return of all art must be provided in advance, below. Artwork will not be accepted without this information.

6. Works shall be delivered by **Wednesday, August 21, 2017** to the following address via UPS, USPS, or FedEx. Failure to use the exact address will cause your package to be delivered to another building and may result in loss or damage. Zion National Park and ZNPF will not be responsible for loss or damage due to shipping.

**Zion National Park Foundation
C/O Plein Air Invitational
Zion National Park
Springdale, UT 84767**

Artist may arrange to hand deliver pieces to the park's headquarters prior to the specified deadline by contacting Miriam Watson, Zion National Park museum curator.

7. Sale of art work will be conducted through ZNPF staff. Buyers will be instructed by signage to contact a ZNPF sales associate to arrange sales. Upon removal of the exhibit, ZNPF will retain any sold art until delivery arrangements are made with buyers. ZNPF is responsible for arranging shipment of art to the buyer at the buyer's expense at the end of the exhibit.

8. Artists will pick up, in person, their pieces at the Zion Human History Museum from 3 – 5 pm, Sunday, Nov. 12, 2017. Artists are responsible for packing and shipping expenses to return unsold pieces not picked up following the exhibit. If shipped, all art will be returned via UPS, insured. Any piece remaining at the park 30 days after the end of the exhibit shall be considered abandoned and become property of ZNPF. To this end:

- a) Artists will be surrendering copyright of abandoned artwork to ZNPF.
- b) The artist retains a royalty-free, nonexclusive use license under the copyright of the art.
- c) ZNPF owns the artwork and the rights to reproduce it. Under those rights, the artist has a license to make use of the artwork for his or her purposes. When artists reproduce artwork for their own purposes, publication information will include the language: "This artwork was produced under the Plein Air Invitational at Zion National Park."
- d) Abandoned artwork will become a part of the ZNPF art collection and may be used or disposed as ZNPF sees fit. ZNPF has no financial obligation to the artist regardless of disposition manner.

9. ZNPF will pay the artist directly for any works sold during the duration of the exhibit at the end of the exhibit. 43% of the sales will be retained by ZNPF.

10. The exhibit will be opened to the public only during normal museum operating hours. Museum operating hours are subject to change at the park's discretion.

11. Zion National Park, and ZNPF do not assume any liability for damage or theft of works on exhibit. Artist(s) must self-insure to cover any losses. Zion National Park will ensure the building is locked and alarmed during non-occupied hours.

12. For the opening reception gala the artist and one guest get in free.

Please direct any inquiries regarding the exhibit or shipment of art to:

Miriam Watson
Museum Curator
Zion National Park
(435) 772-0146
Miriam_Watson@nps.gov

Please retain the above information for future reference and return signature page to:

Miriam Watson
Museum Curator
Zion National Park
State Route 9
Springdale, Utah 84767
Fax: 435-772-3426

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I understand and agree to the guidelines/deliverables above.

Artist Name (Please print)

Phone _____ Email _____

Artist signature Date